

Subject: Re: GALILEO material

From: Andrew Kasdin

Date: 06/17/2016 11:55 AM

To: Benjamin Johnson

CC: Ryan Ferguson <ryan.ferguson@lacity.org>, San Pedro Historic Waterfront PBID <lparker@sanpedrobid.com>, Danielle Brazell <danielle.brazell@lacity.org>, Lee Sweet <leezcorner@gmail.com>, Daniel Tarica <daniel.tarica@lacity.org>, "Sweet, Lee" <lee.sweet@lacity.org>

Hi Lorena and Ryan et al,

That was indeed a productive and engaging meeting, and thank you Ben for sending your email and moving forward so quickly with the great ideas you discussed for the program.

Below is a summary the topics discussed, agreed upon, and next steps before our next meeting. Please let me know if you have any additions, edits or points of clarification. Moving forward, coordinating activities will be under the Performing Arts section of DCA.

1) Partner Roles: The PBID, in association with CD15, will manage activities for the World Stage, including construction/rental of the stage and sound system, the day-of-event management of technical staff and hospitality, set-up, and payment of grant funds to artists and vendors. Andy Pham from the PBID will also assist with hospitality and artist services for each event.

DCA will coordinate the curatorial activities for the series, working closely with the community advisory committee assembled for the project and the PBID. Additional DCA staff that may be needed to assist at events are TBD. DCA will also negotiate with each artist or group, determine technical needs, and coordinate these artist requirements with the PBID staff involved and the selected sound contractor. The grant funds will be used for artist fees, as well as any additional technical staff that may be needed beyond the sound engineer and hospitality staff the PBID has on staff. Per the CAC, grant funds should be used primarily for artist fees.

The Council Office noted they are here to help the project be a success, and can provide chairs for each event if requested in advance.

2) We will program a minimum of 8 art-walk and related events between September and December 2016, with additional events pending funding availability (e.g., Dia de Los Muertos event on October 30). During December, we discussed having holiday themed events representing various cultural traditions.

3) The PBID is already in the City's BAVN system and the required contractor paperwork had been submitted. Andrew will work on a contract between DCA and the PBID.

4) Our goal will be to kick off the series on September 1, 2016, so as to coincide with "Fleet Week" at the Port. Mayor Garcetti recently announced that LA was selected by the Federal government this year to be a "Fleet Week City," and will offer residents' access to historic ships and equipment, along with an air show. Attendance is expected to be strong, and there will be a street closure. The kick-off night can include introductory speeches by the Mayor, CM Busciano, DCA GM Danielle Brazell, and PBID President Lorena Parker.

5) The PBID currently has a contracted firm to design and build the stage, however, the City's Dept. of Transportation (DOT)

has some permitting concerns delaying the construction process (per the BID, DOT would like a stage railing, It was noted that due to the low-height of the stage, a railing should not be required). Ryan from CD15 noted he would ask Jacob Haik, CD15 Chief of Staff, to reach out to Rene from DOT to try and resolve concerns. In the interim, the PBID agreed to rent a stage and sound system so that activities can begin without further delays.

6) The stage area (to be located on 6th and Mesa Street adjacent to the Warner Grand Theatre) is part of the City's larger Waterfront redevelopment plan, and will have a restored "red-car" trolley stop, which will take visitors from the stage to the Ports-of-Call village and back.

7) The PBID has a sound engineer they are currently using, and another staff that can assist with artist services (Andy P.). The PBID will also contribute \$400 per event for additional staffing that may be needed. Ben, working with Lee, will help determine staffing needs.

8) Ben noted there will be a need for sound checks prior to each event, as well as dressing rooms. We discussed that due to the proximity to the stage, either the Warner Grand or the Warner Grand annex could potentially be a "backstage" area, or a small tent could be rented if needed to place near the stage area.

9) Ben will contact members of the advisory committee and create a system to nominate and select diverse artists. By mid-July, DCA will aim to have a roster of talent and calendar of events, along with an updated budget. The final selection of artists will be determined by DCA, in consultation with the PBID and CD15 (based on recommendations from the advisory committee and selection criteria established.)

10) Ben requested that the PBID and CD15 send him a list of any artists that should definitively be included in the series, for various community reasons.

11) Marketing of the series will be shared by the PBID and DCA. DCA will use its social media presence to help promote the program, and the PBID will use its newsletters, social media, and printed flyers. The Council Office will also help promote events.

12) Our next meeting will be mid-July. The exact date and location are TBD. Mid-July will give time for DCA to convene the advisory committee, revise the budget, determine exact staffing needs, and also allow the PBID to resolve stage construction issues and/or have a sound system rental in place. For this meeting, we can review the status of the stage, talent recommended, staffing needs, outreach and marketing plans, and determine activities for the Fleet Week kick-off event.

13) The PBID will also do a written program evaluation after the series closes. Ben and Lee will assist with content needed. The evaluation, per the CAC, is to help determine the economic impact of the World Stage concert series. The evaluation is to include attendance figures, surveys of local businesses to determine before and after sales figures, review of any press coverage and social media reach, and finally visitor impressions and quotes to provide qualitative information.

Please feel free to contact me with any questions.

Best,

Andrew

On Fri, Jun 17, 2016 at 9:52 AM, Benjamin Johnson <ben.johnson@lacity.org> wrote:

Greetings Ryan and Lorena!

Just a quick note to say thank you for the meeting yesterday. We will proceed apace on all things related to the World Stage during the Fall San Pedro Art Walk.

Also, I've attached an draft overview of the project "Galileo" featuring The Industry, Los Angeles Dance Project, and The Actor's Gang. We discussed that this project could potentially happen in San Pedro on the beach, using DCA owned facilities as a residency space/launch pad. As I stated, this could be a major cultural coup for the City of San Pedro (in my estimation), and I will be bringing the artistic director of The Industry, Yuval Sharon, to do a site visit of San Pedro on July 7.

So, I will keep you in the loop on this, but this is just an advance FYI.

More soon!
Ben

--

Ben Johnson
Director of Performing Arts
Department of Cultural Affairs
City of Los Angeles
201 N. Figueroa St, Suite 1400
Los Angeles, CA 90012
Mail Stop 380

General Info: [213-202-5500](tel:213-202-5500)

Phone: [213-202-5508](tel:213-202-5508)

ben.johnson@lacity.org

www.culturela.org

--

Andrew Kasdin
City of Los Angeles Department of Cultural Affairs
Director of Incoming Grants
201 North Figueroa Street, Suite 1400
Los Angeles, CA 90012
213-202-5542-phone
818-720-2420- mobile
213-202-5511-Fax
andrew.kasdin@lacity.org